

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
14 July 2005 (14.07.2005)

PCT

(10) International Publication Number
WO 2005/064942 A1

(51) International Patent Classification⁷: **H04N 7/173**

(21) International Application Number:
PCT/KR2004/002336

(22) International Filing Date:
14 September 2004 (14.09.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10-2003-0098407
27 December 2003 (27.12.2003) KR
10-2004-0037919 27 May 2004 (27.05.2004) KR

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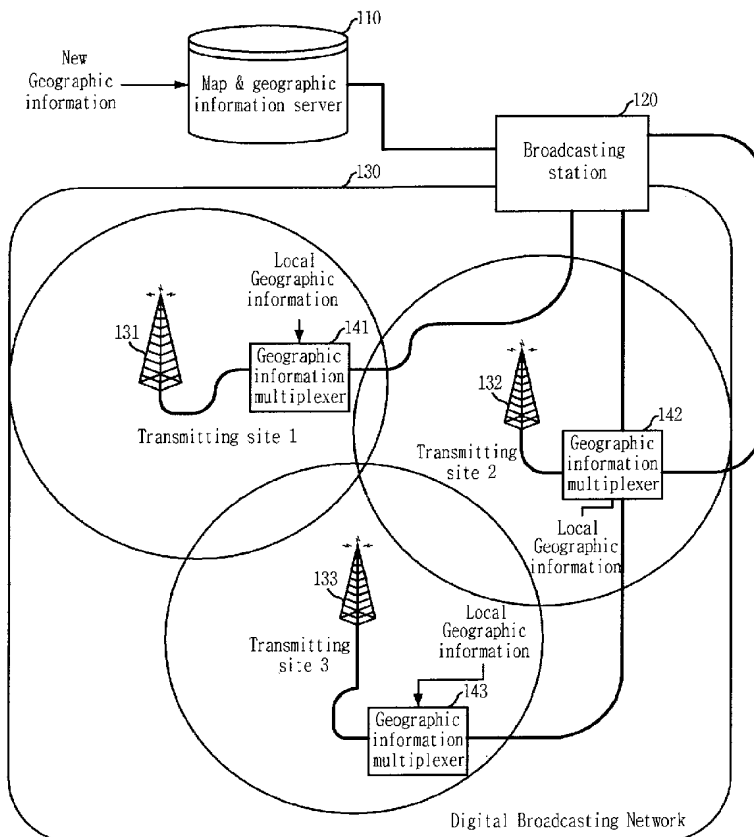
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[Continued on next page]

(54) Title: GEOGRAPHIC INFORMATION TRANSCIEIVING SYSTEM AND METHOD THEREOF



(57) Abstract: Provided is a geographic information transceiving system and method using a digital broadcasting network. The system and method segments new geographic and map data of a region, on which a geographic information service is provided, makes data segment files of different sizes, and multiplexes and transmits the files. A geographic information transmitting system includes: a geographic information collector for receiving real-time geographic information and real-time traffic information; a geographic information processor for extracting/processing local geographic information and local traffic information from the geographic information collecting means and outputting whole area information, geographic information and traffic information for a plurality of resolution levels; a digital broadcasting unit for converting and transmitting the geographic information/traffic information data in conformity to digital broadcast signals; a geographic information multiplexer for multiplexing the geographic information/traffic information data; and a transmitter for transmitting the multiplexed geographic information/traffic information data to a corresponding region.

WO 2005/064942 A1



(81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,

ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

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